
Growth And Development Of Craft Tourism Services In Tamilnadu

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Abstract: India is one of the leading suppliers of handicrafts in the world market. Among Indian states, Tamil Nadu is a place for its rich history of culture & tradition in the Handicrafts Industry and occupies an important place in this sector. Tourism plays a vital role in promoting goodwill among the people and social economic development of the country. Tourism as an industry earns large foreign exchange reserves and creates direct and indirect employment opportunities to very large sections of society. Besides promoting handicrafts and fine arts of a nation, it helps in preserving the nature's beauty, cultural heritage of the land, and strengthens the process of national integration and universal brotherhood. This study highlights development of craft tourism services in Thanjavur district Tamil Nadu.

Keywords: Craft, Tourism, Craft Tourism, Craft Tourism services, Development

INTRODUCTION

Tourism today is an important factor in the world trade with international dimensions as a component of national economics, as a contributor to receipts - expenditures and balance of payments of different countries, as a means of foreign exchange earnings, as a provider of employment, as a powerful factor of development and so forth and has been considered as the fourth dimension of modern economics. The tourism industry is growing at a very fast rate throughout the world. Tourism worldwide is a \$ 3700 billion industry. This includes both internal and external tourism. Internal tourism in these places is small. India being a vast and diverse country has something to offer to everyone. In the North, India has the great Himalayas which give tremendous opportunities for mountain tourism or adventure tourism. It provides great challenges and difficulties to mountaineers. In the Southern part of the country there is Indian Ocean which gives opportunities to beach tourism and attract large number of foreign and domestic tourists. According to Macintosh and Goeldner (1986) tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. Matheson and Wall (1982) created a good working definition of tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

ROLE OF GOVERNMENT IN DEVELOPING TOURISM

Tourism is of major economic and social importance in both developed and developing countries. It provides employment opportunities and increase the standard of living and quality of the local population. It also supports and helps to fine arts, festivals, folk traditions, and events and provides a market for local crafts and manufacturing. Tourism industry is thus a very composite one of many firms contributing various types of products and services to the tourists. Thus, the development of tourism industry produce market for different industries and thus it contributes towards the development of overall economy of a country. Tourism education has also been an area of large development in recent decades. Tamil Nadu has huge potential for tourism. The vegetation ranges from dry-deciduous backwoods, thistle backwoods to mangroves, damp deciduous and wet evergreen timberlands. Tamil Nadu is the home of more than 3000 plants species. Kurinji, an uncommon blossom that blooms once in 12 years, develops in the hill station of Kodaikanal. Udhagamandalam is another place, with a wide range of vegetation and draws both local and outside vacationers. Waterfalls are additional ecotourism attraction. The Courtallam Falls is known as the "Spa of South India", as the water is said to have incredible herbal properties. The Tourism Department is quick to have an eco circuit, to cover the mangrove backwoods and havens of Pitchavarm, Point Calimere, and Muthupet. Numerous eco vacationers are intrigued by the tropical timberlands and wilderness. The preparation of the 20 years perspective tourism plan for Tamil

Nadu has been principally for identifying development aspects of the tourism industry including identification of new tourism product in the state so that a direction and long-term goals can be evolved for a meaningful and growth-oriented tourism in the state. The Department of Tourism, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparing the 20years perspective tourism plans for different states in India. The preparation of a Perspective Tourism Plan for the state of Tamil Nadu, assigned by the Department of Tourism of Government of India, has been to identify development aspects of the tourism industry in the state for a long-term perspective and produce a meaningful plan report covering all facets of the state tourism so that later on a perspective tourism plan at the country level can be prepared. Now the “Vision Tamil Nadu 2023” released by the Honble Chief Minister envisages a major role for Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The new Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people. There are three types of tourists visiting the State, International, Inter-State and Intra-State tourists. Separate strategies have to be evolved to attract each category of tourists. Infrastructure for tourism includes the development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development of places of tourist interest and connectivity to places of tourist interest. The state targets a foreign tourist inflow of 15 million by 2023. The estimated total investment in various projects amounts to Rs.10,000 crore.

CRAFT TOURISM

Crafters work in different contexts. Some are involved in more formalised creative industries while others work in tourism, leisure and event delivery. Crafts such as textiles and art contribute greatly to the culture of a destination and the travel experience. Crafts can be an important contributor to a country’s economy, employing artisans that are preserving cultural heritage, while generating an important source of income through the informal sector. The tourism industry provides an important export market for a host of craft products. For example, hotels and restaurants demand diverse craft products in order to furnish and equip their establishments. Tourists often set a budget for themselves expecting to buy different products to take home as souvenirs. These souvenirs then serve as tourism marketing tools by telling a story of the destination and adding to the travel experience.

NATURE AND TYPE OF TOURISM

Tourism is usually classified into two broad categories; international tourism and domestic tourism defined in terms of territorial boundary of the permanent residence of the tourist. There need not be any minimum length of the trip to qualify it as a tour and the critical factor is the movement away from the place of permanent resident to the destination or destinations not in the same locality. Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of workers belonging to a common business establishment. Secondly people may form their group in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together.

IMPORTANCE OF THE STUDY

The tourism industry is made up of all the businesses that directly provide goods or services for the business and leisure activities of tourists. The industry includes international and domestic airlines; shipping lines and ferry operators; railway, bus and taxi operators; accommodation suppliers; restaurants, clubs, and other catering establishments; tour and excursion operators, travel agents; managers of entertainment facilities (theatres, cinemas, discotheques, night clubs, funfairs and so on); theme parks; national parks and heritage attractions; manufacturers and retailers of souvenirs; visitor information centers; and conference, convention and meeting centers. Many of these businesses serve non-tourists too.

Tourism creates many job opportunities. Tourism is a labour-intensive industry-that is, it requires a large number of workers. But most tourism is seasonal, that is, there are times in a year when visits to a destination reach a peak, especially at seaside and ski resorts. As a result, many tourism jobs are part time and casual. The majority of tourism jobs are also low skilled and low paid. However, the large numbers of people that tourism employs and the links it has to other industries, such as catering and restaurant work, mean that governments actively encourage tourism development.

CONCEPT OF TOURISM

The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders. It involves basically three elements-man (Human element as a creator of the act of tourism), space (the physical element to be necessarily covered by the act itself) and time (the temporal element which is

compared by the trip itself and the stay at the destination). Over the years the concept of both tourism as well as tourist has undergone significant changes in their approach and understanding. It was regarded that word tourism originated from Latin word "Tornos" which means a tool for describing a circle or Turner's wheel. It is from this concept word of round or package tour was evolved, which is very much the essence of tourism. It was as late as 1643 that this term was first used in the sense of travelling from place to place.

ECONOMIC GROWTH AND TOURISM

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The increase of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and development of tourist facilities has encouraged people to venture out to the foreign lands. Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people. Over 382 million domestic tourists visiting different parts of the country every year return with a better understanding of the people living in different regions of the country. They have a better appreciation of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of arts forms, crafts and culture. It is also important to note that tourism has become an instrument for sustainable human development including: Poverty alleviation, Environmental regeneration, Job creation and Advancement of women and other disadvantaged groups.

TOURISM IN TAMIL NADU

Tamil Nadu is the land of the Tamils and it has a history that dates back to several thousand years. It is a land where traditions and culture blend and continue to live in harmony. The state abounds in monuments and temples that are ancient and each has its own story of religious, artistic and cultural accomplishment and specialty waiting to be heard. Tamil Nadu is a window to the modern south as much as it is an archive of ancient legacies. Yet amazingly, for all its modernity, Tamil Nadu retains its old-world charm. The blend of the ancient and the new and the picturesque is truly remarkable. It is the land that has seen the rise and fall of many ancient kingdoms-the Cholas, the Pandyas, the Pallavas and many others, each leaving behind indelible cultural treasures from Chennai, the capital and gateway to Tamil Nadu. Tamil Nadu is also the home of Carnatic music and Bharatha Natyam, a legacy of temple songs and dances handed down through the centuries, the home of many stately schools of art and architecture, and of great cultures and philosophies, gloriously ancient, a proud preserver of India's traditions, now magnificent, modern and splendid.

CONCLUSION

It concluded that Tamil Nadu has a perfect blend of culture, tradition, historical and religious significance, river side picnic spots as well as hill top location with scenic beauty nearby. Thus the country has vast potential for the growth of tourism, fulfilling the expectation of tourists with diversified interests. The opportunities for employment generation and growth in business activities need to be capitalized. The roles of the government centre, state and local administration are vital in planning, promoting and sustaining tourism schemes. Accordingly, the schemes should also take care to involve the local people and private institutions. Thus a pragmatic effort with the participation of people will certainly make India a prime centre in the tourism map of world. The art and craft sector is no different from other small enterprises as it also experiences the same challenges.

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